

Applicant : Joseph Bates et al
Serial No. : 10/773,682
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Attorney's Docket No.: 12888-010002

Amendments to the Specification:

Please replace the title beginning at page 1, line 1 as with the following amended paragraph:

MESSAGE INSERTION SYSTEM AND METHOD
METHOD OF DISPLAYING
MESSAGE IN AN INTERACTIVE COMPUTER PROCESS DURING THE TIMES OF
HEIGHTENED USER INTEREST